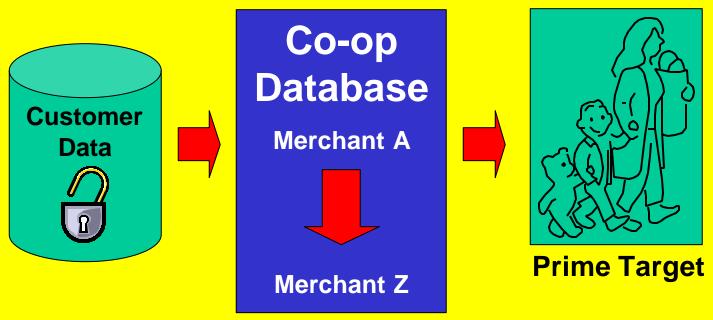
O-Behavior

Making every marketing dollar count.

What Is a Co-op Database?

Marketers pool their customer data to gain access to names otherwise unavailable.





Co-op Model Provides a More Complete Portrait of Shoppers

janej@portal.com **Housewares Catalog** jjones@isp.com **Women's Shoe Catalog Jane Jones I-Behavior Beauty Magazine** Co-op Base **Multi-channel Travel E-Tailer** Product Affinities **Purchase History** \$ Value Frequency # Units Recency Contact Response **Apparel Retailer** History **History**



I-Behavior's Online Privacy Safeguards

- Only "opt-in" names are sent e-mails.
- Consumers specify maximum e-mail volume.
- Consumers have access and control.
- E-mail rentals based on model scores only.
- No e-mail addresses or data released to members.

